

INTRODUCTION TO

# INSTAGRAM

Beginner-friendly training designed for artists

PRESENTER

**HAN CHRIST** | Artist & Marketer | Oct. 2025

# AGENDA

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Instagram handles | Hashtags | ChatGPT Prompts

# Before We Get Started



## RECORDING

This **session will be recorded** for those who want to review it later.



## PRESENTATION

The **presentation will be shared** after the training.



## QUESTIONS

Jot down questions as we go. I'll **answer them at the end** so we can move smoothly through the material.



## EMAIL

If we don't get through all the questions, **email me after the session**, and I'll respond to you directly and add them into the FAQs section.

# Executive Summary



**INSTAGRAM IS LIKE ANY OTHER RELATIONSHIP** — to build a genuine community, you need to **engage with others**. Simply posting is a one-sided conversation, **true connection happens when you interact**.

- **Engagement drives growth:** Likes, saves, comments, and shares matter more than posting volume.
- **Video is key:** Reels and short videos reach the widest audience and attract new followers.
- **Show people and stories:** Photos with people and behind-the-scenes content build stronger connections.
- **Use tools strategically:** Hashtags, location, collaborations, highlights, and pinned posts boost visibility.
- **Support the community:** Follow and engage with other accounts to grow together.



# Introduction

About me | Why Instagram | Profile Basics

WELCOME

# A little about me



## PROFESSIONAL EXPERIENCE

- 17+ years of marketing in biotech, medical devices, and consumer packaged goods (CPG).
- 2nd year with SDAG – current Board member serving as the Jobs Director, previously as the Paint Rag Editor and Social Media Coordinator.

## FAMILY & INTERESTS

- I live in Scripps Ranch with my husband, 9-year-old son, dog and bearded dragon.
- We enjoy outdoor activities, board games, and family movie nights

## FULL DISCLOSURE

I'm personally not an avid user of social media (I only post occasionally), but I understand it's a valuable tool for sharing artwork and connecting with others. So I designed this training for artists who want a presence online without feeling like they have to live on Instagram.

FOR CONTEXT

# Why Instagram matters for artists

Visual platform, suited for artists



**2 BILLION USERS** WORLDWIDE



**500M DAILY STORY** USERS



**95M PHOTOS & VIDEOS** SHARED DAILY



## CREATIVE EXPOSURE

- Share your **artwork** with a global audience
- Get instant **engagement** and feedback
- Build **recognition** for your artistic style



## COMMUNITY BUILDING

- **Connect** with fellow artists
- **Join** art challenges and movements
- **Find** local art events and collaborators



## BUSINESS OPPORTUNITIES

- **Attract** potential collectors and buyers
- **Receive** commission requests
- **Drive** traffic to your website or online store



## PROFESSIONAL GROWTH

- **Document** your artistic evolution
- **Build** credibility and social proof
- **Network** with industry professionals

# Profile Layout

## INSTAGRAM PROFILE

Your public homepage, like your digital business card or mini-website.

It's where people go to:

- Learn who you are
- See your artwork
- Follow you
- Shop or contact you

**Posts**

(posts from other accounts)

**Reposts**

**Tagged**  
(posts others tagged you in)

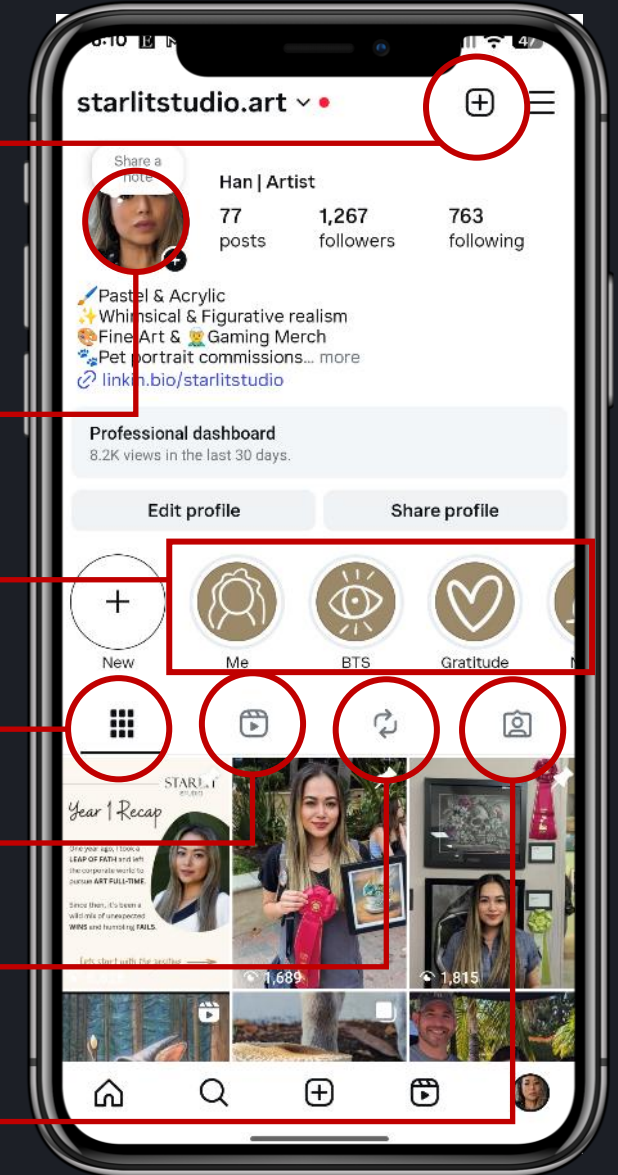
**Create Post**

**Story**

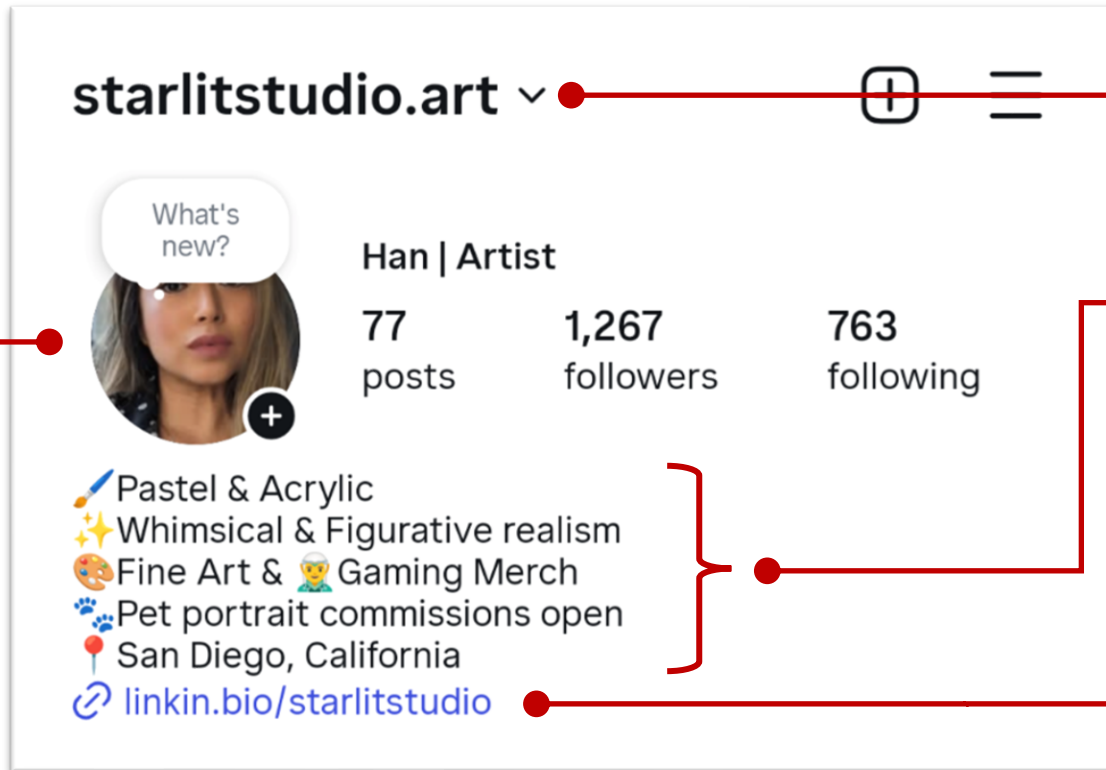
**Story Highlights**

**Profile Grid**

**Reels**



# Create a compelling artist profile



## Profile Photo

- Use a clear headshot or your signature artwork
- Ensure it's recognizable even when small

## Username: Keep it simple and searchable

- Good: @sarahsmithartist or @sarahsmithpaints
- Avoid: @sarah\_smith\_artist\_2024\_sd

## Bio Section (150 characters)

- *Who you are:* "Watercolor artist"
- *What you create:* "Coastal landscapes & florals"
- *Location:* "Encinitas, CA" or "California"
- *Call to action:* "Shop prints ↓" or "DM for commissions"

## Link in Bio

- Use your website, online portfolio, or Etsy shop
- Use link-in-bio tools for multiple links (like [Linktree](#), [Link in bio](#), [Lnk.bio](#))



INSTAGRAM FUNDAMENTALS

# Posts, Reels, Stories & Hashtags

What they are and content ideas

# Posts & Carousels

Posts stay permanently on your profile grid unless you delete or archive.

**CAROUSELS GET 3X MORE ENGAGEMENT** than single images!



## POST

- Single photo
- Like your digital art gallery

## IDEAS FOR POSTS



- Finished artwork
- Studio photo
- Announcements



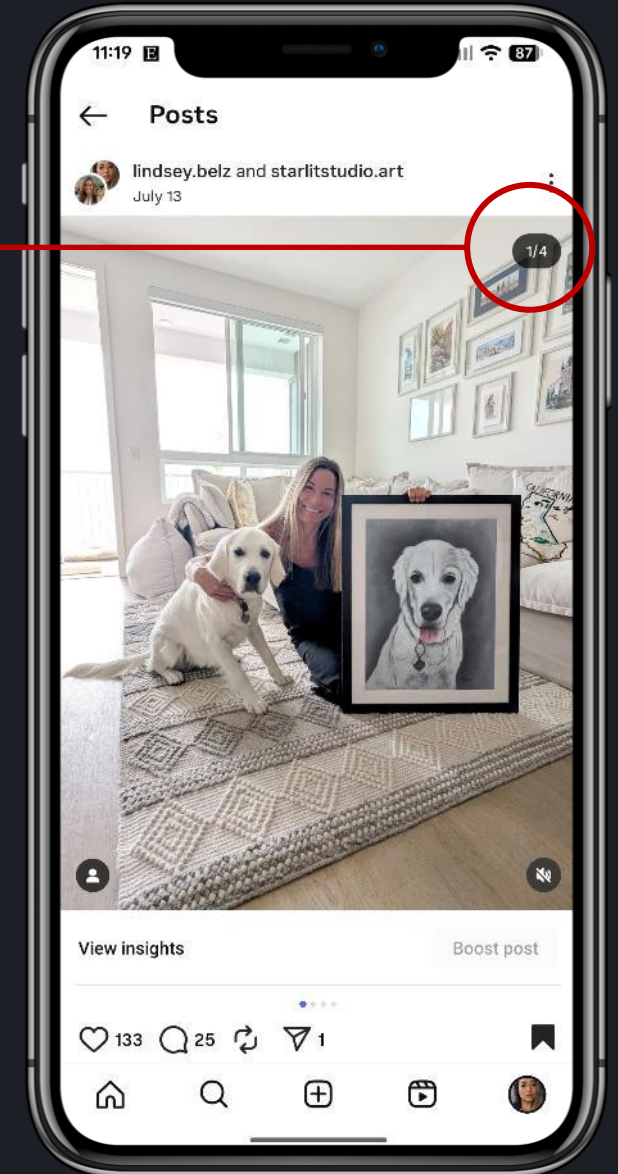
## CAROUSELS

- **Multi-image** posts (up to 20 slides)

## IDEAS FOR CAROUSELS



- Process step-by-step
- Before and after of a piece
- Multiple angles or closeups
- Telling a mini story across images



# Reels

INSTAGRAM'S **MOST-PROMOTED CONTENT TYPE!**

Reels ***reach more new viewers*** than posts or stories.



## USING REELS

- Short, vertical videos (up to 90 seconds).
- The **algorithm favors video engagement** (likes, comments, saves, replays).
- Use **trending audio** – Reels are boosted to reach more people.
- Keep it **around 30 secs** (when possible), simple and authentic.



## IDEAS FOR REELS

- Work in progress time-lapse
- Studio tour or setup
- Packing a sold artwork
- Before & after framing
- Monthly gallery show walkthrough
- Quick tips or favorite tool



# Stories

- **24-hour posts** – for quick updates
- **500M daily users**

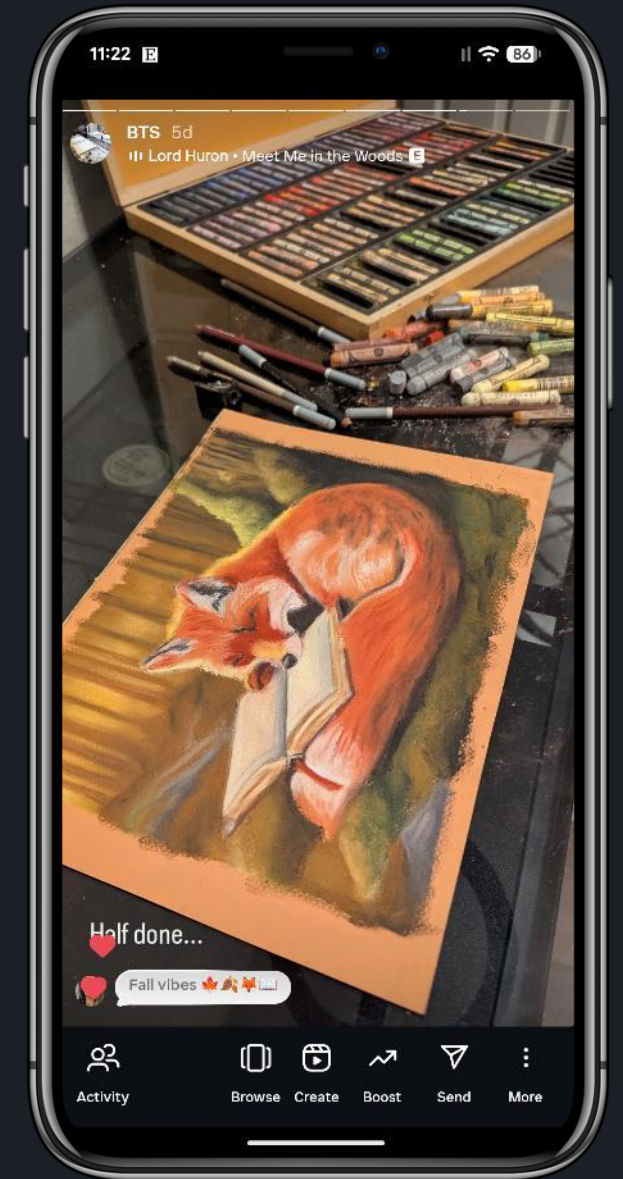
## USING STORIES

- Appear at the **top of followers' feeds**
- More casual and authentic feel
- Post 3–7x/week to stay visible
- Save the to Highlights so they stay on profile (e.g., “Commissions,” “Studio Life”)
- Polls, sliders, and questions = more interaction
- Mentions (@username) and hashtags for reach



## IDEAS FOR STORIES:

- **Work-in-Progress:** Quick painting sessions
- **Studio Tours:** Show your creative space
- **Palette Reveals:** Display your color choices
- **Art Supply Hauls:** brushes, paints, canvases
- **Inspiration Moments:** scenes that inspire you
- **Polls & Questions:** Engage directly with followers
- **Behind-the-Scenes:** The messy, real side of creating



# # Hashtags

Hashtags have changed in recent years. They aren't the primary driver of reach anymore. On average, **5-15%** of traffic still comes from hashtags, potentially more for niche accounts.



## BASICS

- Use 10–15 per post (include: medium, theme, style, audience)
- Using fewer but more relevant hashtags performs better than spamming all 30
- Quality matters more than exact number of hashtags
- **TIP:** Save groups of hashtags to reuse and rotate

## USE A MIX OF:

Large (1M+ uses), medium (10k–500k), and small (<10k)

**Broad:** #artist #painting #artistsoninstagram

**Niche:** #pastelocceanart #surrealinkdrawings

**Audience:** #traditionalartists #artforgamers

**Medium:** #oilpainting #acrylicart #digitalart

**Location:** #sandiegoartist #pnwartist

**Community:** #femaleartists, #modernart

## AVOID

Instagram can shadowban posts for spammy behavior.

- Using the same hashtags every time
- Spammy tags like #like4like
- Use banned hashtags (e.g., #instagood is sometimes restricted)

# How to create a Hashtag group

Hashtag posting strategy

## GROUP STRUCTURE

1. **Branded hashtags:** (use 1-3 in every post)
  - #OffTrackGallery #SanDieguitoArtGuild: “Anchor” tags, help build recognition
2. **Local and community hashtags** (use 3-5 in per post)
  - Rotate these based on event type or audience
3. **Art, medium and creative process** (use 3-5 in per post)
  - Use more of these when showing work-in-progress, featured artists, or exhibition pieces
4. **Seasonal, event-based, and audience** (optional, use 2–5)
  - Use when promoting special exhibitions, art fairs, or seasonal gallery events

## SAMPLE HASHTAG SETS (Copy and paste into post)

### Monthly Show Example

#OffTrackGallery #SanDieguitoArtGuild #EncinitasEvents #SanDiegoArtScene #ThingsToDoSanDiego #OilPainting #GlassArt #ContemporaryArt #OriginalArtwork #MonthlyShow #GalleryExhibition #EncinitasArtWalk #ArtReception

### SDAG Mother’s Day Tour Example

#OffTrackGallery #SanDieguitoArtGuild #EncinitasArt #SanDiegoArtScene #EncinitasCommunity #SupportLocalArtists #ShopLocalArt #Watercolor #JewelryDesign #Ceramics #MixedMediaArt #OriginalArtwork #SpringArtShow #MothersDayTour #SDAGMotherDay

### Work in Progress Example

#OffTrackGallery #SanDieguitoArtGuild #SanDiegoArtists #CaliforniaArt #SoCalArt #Pottery #Ceramics #ArtInProgress #ArtisticProcess #BehindTheScenesArt #ArtStudioLife #ArtShowcase #GalleryExhibition #ArtisticJourney

INSTAGRAM FEATURES

# Location, Tagging & Collaborations Audio, Pinning Posts, Highlights

Their benefits and how to use them

# Location Tags

← New post



Add a caption...

≡ Poll Q Prompt

🎵 Add music >

🌍 The Zombies • Time of the Season (Mono Remastered)

👤 Tag people >

📍 Add location >

San Diego, California Encinitas, California

People you share this content with can see the location you tag and view this content on the map.

🗒️ Add AI label

Share

## BENEFITS OF USING LOCATION TAGS

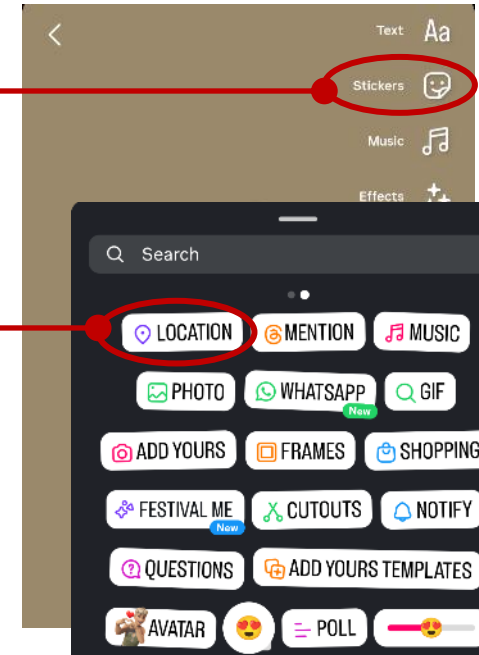
- **Purpose:** Boosts visibility – posts appear in location-based searches and Explore pages
- Posts with location tags often get **20–30% more reach** and interactions
- Drives foot traffic – makes it easier for people to find the gallery or event in real life.
- Viewers know where the artwork or event is happening, which builds credibility.

## HOW TO ADD LOCATION: Photo, Reel, or Carousel

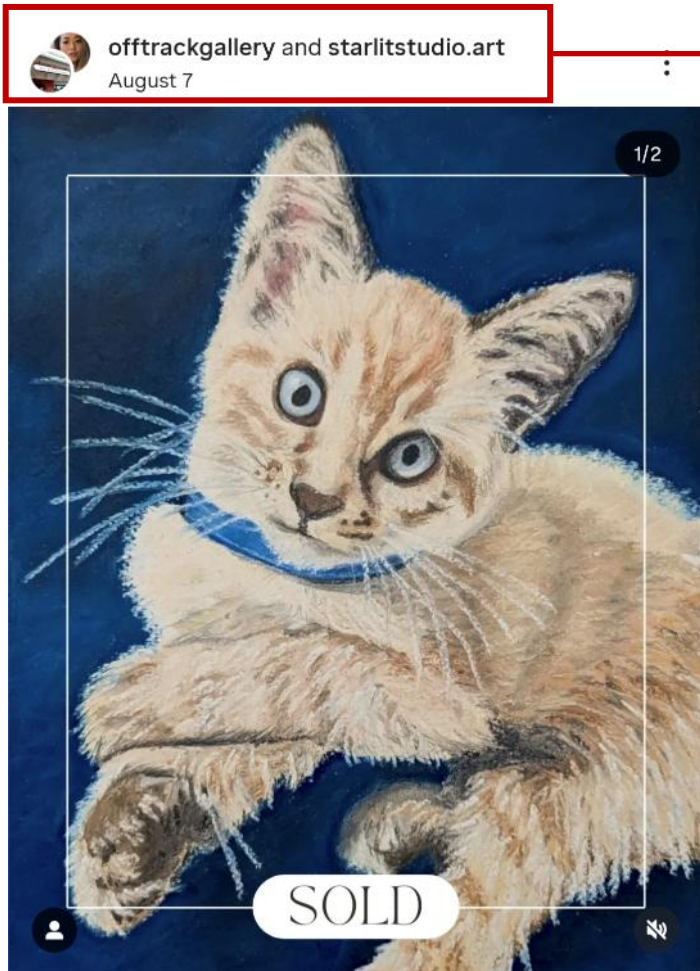
1. Create your post as usual (choose photo/video, write your caption).
2. Before publishing, tap **“Add location”**.
3. Type the name of the city, gallery, event, or venue (e.g., Off Track Gallery)
4. Select the correct location from the list.

## HOW TO ADD LOCATION: Stories

1. Create your story (photo, video, or text).
2. Tap the **sticker icon** at the top.
3. Choose the **Location** sticker.
4. Search and select the location.



# Tagging & Collaborations



## TAGGING

- **Purpose:** Give credit, increase reach, and notify collaborators
- Tag collaborators, photographers, brands, galleries, or accounts that shared the work
- Avoid over-tagging random people/brands/accounts – it's considered spammy

## COLLABORATIONS

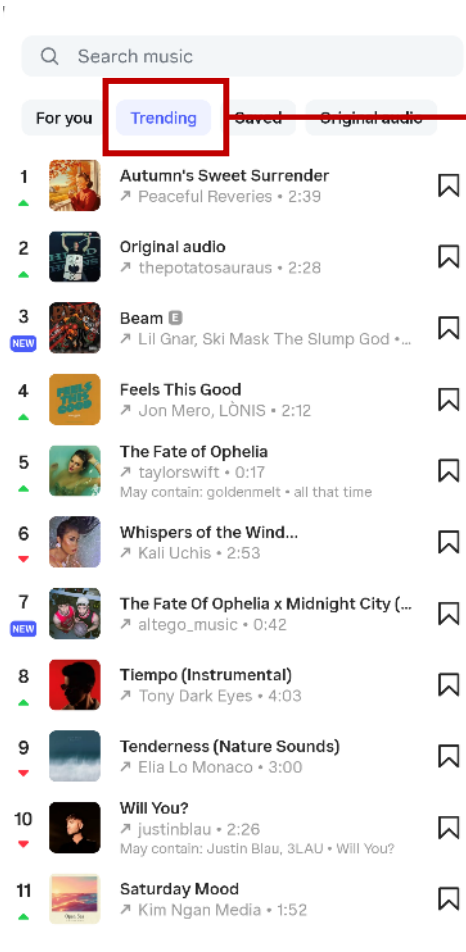
- Share the same post across two profiles (great for joint pieces, galleries, events)
- Once posted, the other person will receive a request in their DMs to approve.

## HOW TO

1. Create a post (choose your photo or video)
2. Tap **“Next”** > **“Next”** again (after filters)
3. Tap **“Tag people”**
  - Select **“Invite collaborator”** (optional)
4. Tap on the image where you want the tag to appear
5. Start typing their username (e.g., @offtrackgallery)
6. Tap to select, and hit **Done**



# (Trending) Audio



## TRENDING AUDIO

- **Purpose:** Trending audio often boosts exposure
- Use trending audio early. The trend may fade in 7–10 days

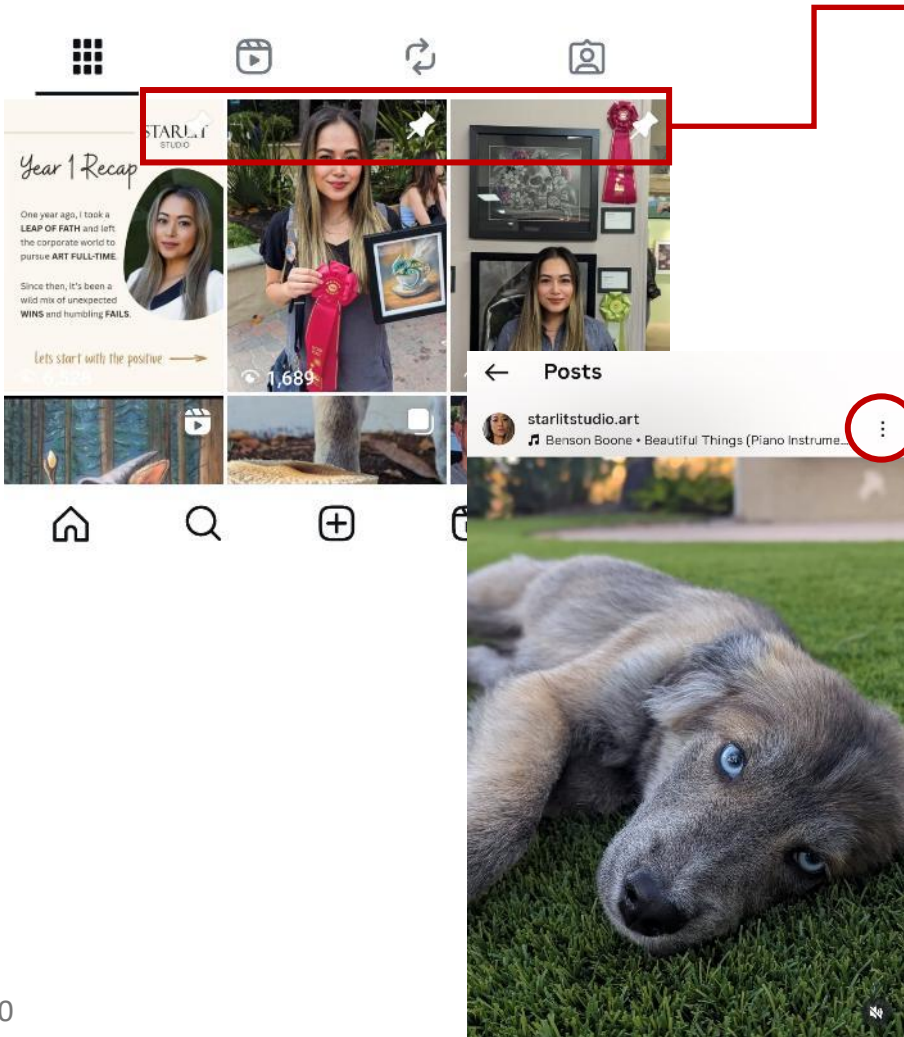
## HOW TO ADD AUDIO

1. Tap **+** and select **Reel**
2. Tap the **music note icon**
3. Browse Instagram's **"For You"** or **"Trending"** sections
4. You'll see a little **arrow icon** ↑ next to trending tracks
5. Tap one to preview and **"Use Audio"**
6. Record or upload your video, sync to beat

## SAVE AUDIO FROM SOMEONE ELSE'S REEL

1. When watching a Reel with audio you like, tap the **audio title at the bottom**
2. Tap **"Save Audio"** or **"Use Audio"**
3. You can find saved audio by going to:
  - Your profile > Menu ≡ > **Saved** > **Audio**

# Pinning Posts

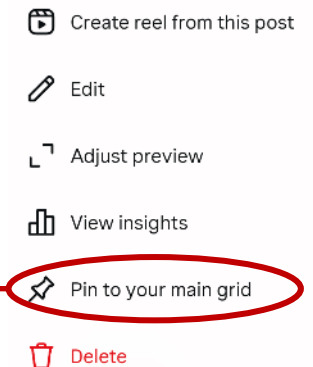


## BENEFITS OF PINNING POSTS

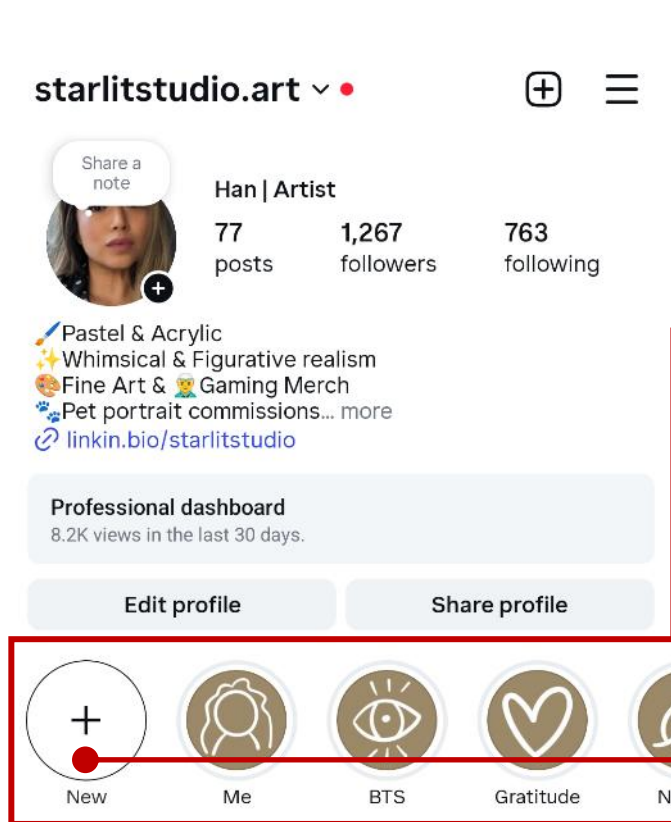
- **Highlight key content** like exhibition announcements, featured artwork, awards, or event details.
- New visitors to your profile will immediately **see your best or most relevant content**.
- **Promote upcoming shows**, workshops, or calls for artists so they're easy to find.
- Use this space to feature **signature pieces, artist introductions, or your mission statement**.
- Drive engagement – pinned posts get more likes, saves, and shares because they're more visible.

## HOW TO PIN A POST

1. Go to a post on your profile
2. Tap the **three dots (:)** on top right
3. Select **"Pin to Your Profile"**



# Story Highlights



## BENEFITS OF STORY HIGHLIGHTS

- **Keep important stories visible.** Stories disappear after 24 hours, but highlights stay on your profile permanently.
- **Show your best content** with categories like “Past Events,” “Workshops,” “Behind the Scenes,” or “Member Spotlights.”
- Visitors can **easily browse key information** without scrolling through your feed.
- Promote **Evergreen Content**: FAQs, gallery hours, or how-to-visit details for quick access.
- Highlights give new followers a **quick overview** and why they should follow you

## HOW TO SAVE A HIGHLIGHT

1. Post a story
2. Go to your profile and tap the **“+” sign** in the “Highlights” section under your bio.
3. Choose the stories you want to include in the highlight.
4. Give your highlight a **title** (like “Exhibits,” “Events,” or “Artist Features”).
5. Optional: Tap “Edit Cover” to choose a cover image that matches your brand or aesthetic.



THE ALGORITHM

# Engagement Best Practices

Value hierarchy for increased engagement

# Engagement Hierarchy

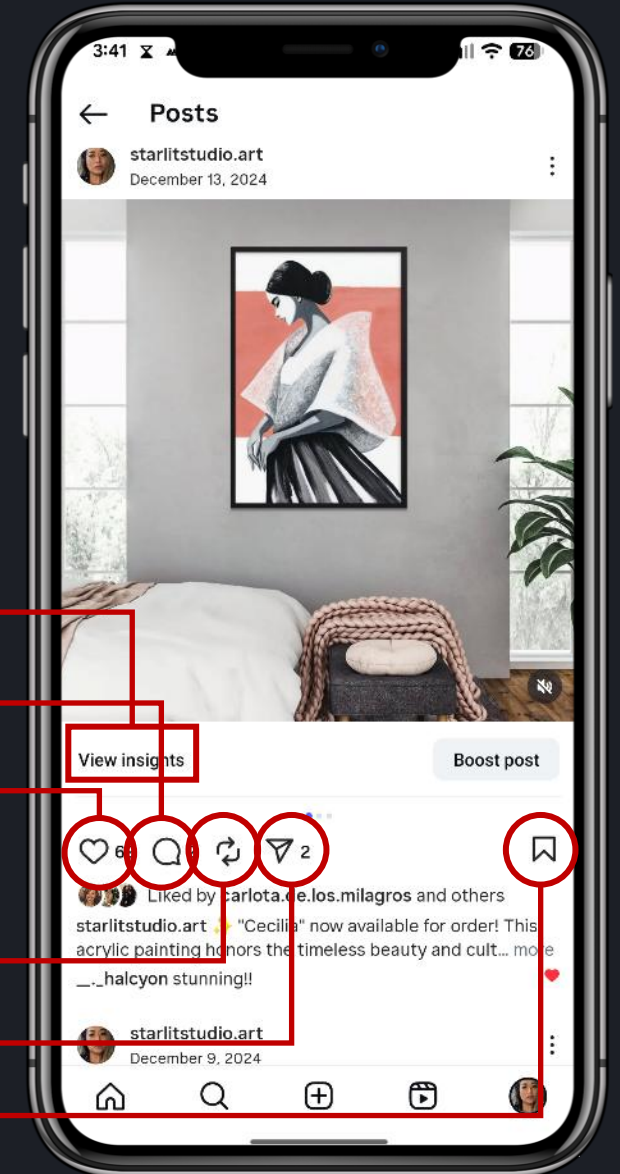
**IG REWARDS ACCOUNTS THAT ARE SOCIAL** —  
not just posting but **interacting!**

Instagram values engagement in this order:



1. **Shares** (to Stories or DMs) - Highest value
2. **Saves** (bookmark your post) - Very high value
3. **Comments** (5+ words) - High value
4. **Likes** - Moderate value
5. **Views** (time spent viewing) - Base value
6. **Repost** (posting others' content) - Emerging value

- 5) **Views**
- 3) **Comments**
- 4) **Like**
- 6) **Reposts**
- 1) **Share**
- 2) **Save/Bookmark**



# Engagement Best Practices

In order of importance



## TIMING

1. **Spend 15-30 minutes engaging BEFORE you post**
  - comment on 5 other artists' posts (5+ words)
2. **Stay online for 30-60 minutes after posting**
3. Respond to comments as soon as you can
4. Respond to all DMs within 24 hours
5. Post consistently at the same times weekly
6. Post when your audience is most active (9am–12 pm, check Insights)



## ETIQUETTE

1. **Respond to every comment and DM**
2. **Comment on others' posts (especially in your niche)**
3. Use stickers (polls, sliders, questions) to drive Story replies
4. Tag customers, collaborators, and features
5. Share others' posts in your Stories (with credit)



## INTERACTIONS

1. **Leave meaningful comments (5+ words) on 5-10 posts**
2. **Engage with commenters' recent posts**
3. Reply to Story mentions and shares
4. Thank people who repost or share your content
5. Share your post to your Story with context

# When Boosting Is Worth It

## BOOST IF YOU ARE TRYING TO

- **Grow followers:** get in front of relevant audiences
- **Promote events:** for exhibits, receptions, exhibits, art shows
- **Showcase your best work:** reach potential collectors and art lovers

## BEST TYPES OF POSTS TO BOOST

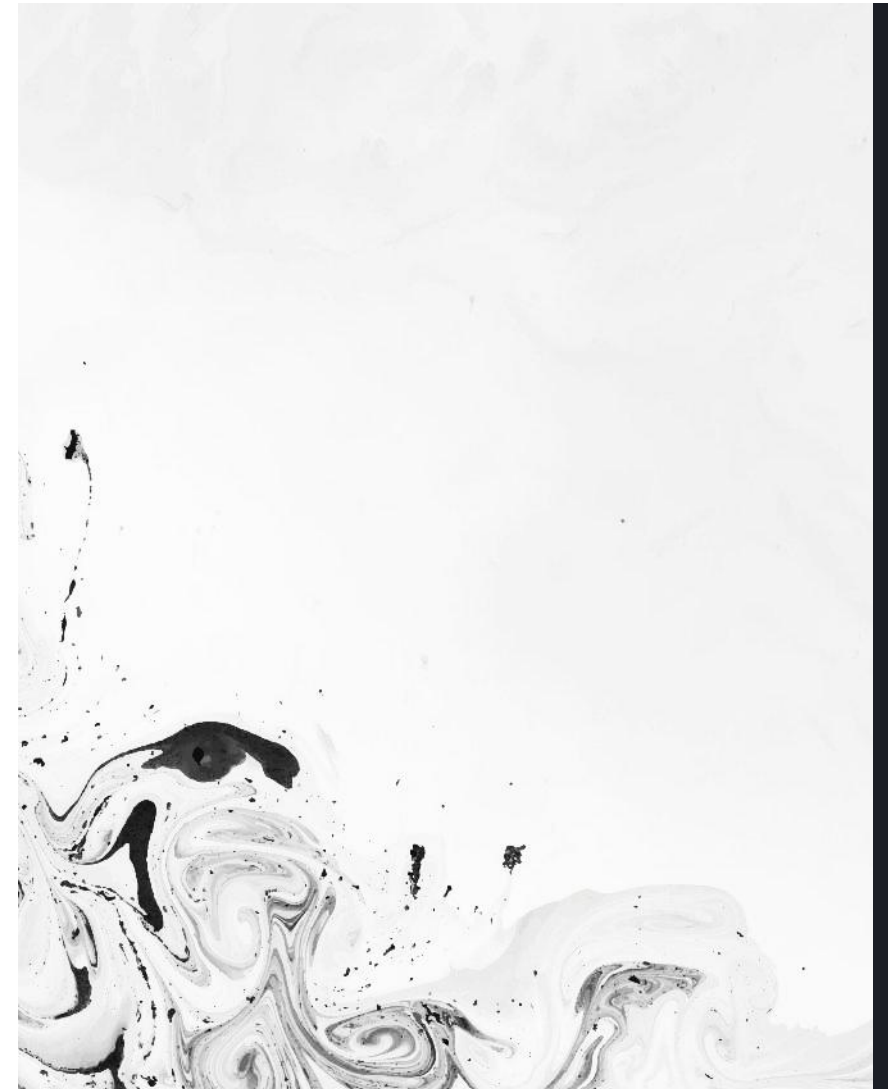
**High-Performing Organic Posts:** Choose posts that already got strong engagement (likes, comments, shares).

**Event Promotions:** announce exhibitions, receptions, workshops, or special events for local audiences.

**High-Quality Reels:** Reels get more reach in general and boosting them can multiply that effect.

## POSTS NOT WORTH BOOSTING

- Low-engagement or low-quality images.
- Posts with unclear messaging or no call to action.
- Generic posts without context or value.



# Advanced Strategies

When you're ready to take Instagram to the next level



## MAXIMIZE CONTENT REACH

- **The First Hour is Critical.** The algorithm tests posts in the first hour.
  - Engage as much as possible 1 hour after posting: respond to comments, DMs, share to your Story
- **Create "Saveable" Content:** Tutorials, tips & tricks, color palette inspirations
- **Increase time people spend on posts:** longer story captions, carousel, details shots that make people zoom in

## CONTENT TYPES THAT PERFORM BEST (for artists)

1. Time-lapse videos (highest reach)
2. Before and after comparisons (most shares)
3. Mistake reveals (high saves and comments)
4. Palette and color mixing (very saveable)
5. Studio tours and setups (high engagement)
6. Work-in-progress series (keeps people coming back)
7. Art supply reviews (helps purchase decisions)

## ENGAGEMENT MULTIPLIERS

- Ask for opinions: "Which version do you prefer?"
- Request help: "Should I add more blue paint or leave it?"
- Share struggles: "This took 3 attempts to get right"
- Caption questions: "What emotions does this evoke?"
- Fill-in-the-blank: "This painting makes me feel \_\_\_"

# Common Mistakes

These behaviors can be penalized  
– **SHADOWBAN**



## POOR/FAKE ENGAGEMENT

- Ignore comments from your followers
- Post sporadically (once a month, then 5 times in a day)
- Buy fake followers (Instagram penalizes this)
- Engagement pods or "like for like" groups
- Using bots or third-party apps for auto-liking/commenting/following
- Engagement baiting: ask for engagement directly ("Like if you agree")

## SPAM BEHAVIORS & CONTENT VIOLATIONS

- Post more than 1 feed post per hour, 5 per day
- Delete and repost content for better timing or share the same content multiple times
- Follow more than 30 accounts per hour
- Use follow/unfollow as a growth tactic
- Hashtags: use the same hashtags on every post, irrelevant popular hashtags
- Comments: copy/paste identical comments, generic comments ("Nice!" "Cool" "❤️")
- Post very similar photos repeatedly (Algorithm prioritizes diverse content)
- Share identical content on business and personal accounts
- Post blurry, pixelated, excessively filtered images that misrepresent/distort artwork.

# What is a shadowban?

A **SHADOWBAN** is when the platform **limits your posts visibility** without telling you. Your content still appears on your own profile, but it's hidden in feeds, search results, or hashtags.

## CAUSES

- Using banned or spammy hashtags.
- Posting too frequently or behaving like a bot (rapid follows/unfollows, likes, or comments).
- Using third-party automation tools and violating community guidelines.
- Violating community guidelines

## HOW TO FIX IT

- Audit your hashtags. Stop using any that might be banned or too generic.
- Take a short break from posting or engaging for 2–3 days or more.
- Engage naturally (real comments, slower activity).
- Avoid copy-pasting the same hashtags or captions every time.
- Delete any suspicious third-party app access or questionable posts.



1

NEXT STEPS

# Getting started: Your action plan

Putting this information to use

# Your action plan

## DAY 1-2: Setup

- Switch to Creator Account
- Optimize your profile bio
- Take photos of 3 of your best pieces
- Follow 5 other guild members on Instagram

## DAY 3-4: Content Creation

- Create your first hashtag set
- Create your first post with a strong caption
- Decide on 3 Highlights categories
- Follow 10 more guild members or artists

## DAY 5-7: Engagement

- Comment meaningfully on 5 posts daily
- Post your second piece of content
- Share your first Story
- Tag @offtrackgallery if your art is at the gallery
- Support each other's accounts with "Saves, Comments, and Likes"
- Post 3 times per week consistently (recommended)



## DAILY (5-10 minutes)

- Check and respond to comments
- Like and comment on 3-5 other artists' posts
- Share a Story if you're working on something



## WEEKLY (30-60 minutes)

- Plan next week's content
- Take photos of new work
- Write captions in advance
- Review analytics and adjust strategy



## MONTHLY

- Update bio and highlights if needed
- Plan themed content for upcoming month
- Engage with new artists in your medium/area

# Main Takeaways

Best practices for using  
Instagram

1. **Consistency is key.** Post regularly (3 times per week). Consistency builds trust, improves visibility, and keeps your audience engaged.
2. **Prioritize engagement over volume.** Likes are nice, but comments, shares, and saves matter more for growth. Spend time interacting with others, reply to comments, respond to DMs.
3. **Reels drive reach.** Video content, especially short, engaging reels, performs best in the algorithm and helps new audiences discover your work.
4. **People connect with people.** Photos or videos that include people – artists, visitors, behind-the-scenes moments – consistently get higher engagement than artwork alone.
5. **Use hashtags and location tags strategically.** Include 10-15 relevant hashtags and tag your location to expand your reach and connect with local audiences.
6. **Collaborate and tag others.** Use the “Collab” feature and tag @offtrackgallery, other artists, and partners. Collaboration expands your reach and builds community visibility.
7. **Share stories and highlights.** Stories keep your account active and at the top of followers’ feeds. Save key stories as Highlights to showcase events, exhibits, and information long-term.
8. **Support others to grow together.** Engage with fellow SDAG members’ posts – follow, like, save, comment, and repost. Collective engagement benefits the entire community.
9. **Be intentional with boosted posts.** Boost only strong-performing content or important announcements (like exhibitions or events) to get the best return on investment.
10. **Authenticity matters most.** Show your personality, process, and passion. Authentic content builds genuine connections and attracts followers who care about your work.



WRAP UP

# Q&A

# FAQs

## **How often should I post?**

If you want to hit the ground running, start with 3 posts per week, daily Stories.

## **What if I don't have enough content?**

- Document your process - sketches, color mixing, workspace
- Reshare and comment on old work
- Talk about inspiration and influences
- Share art supplies and tools
- Discuss challenges and learning moments
- Feature other artists
- Share art history or technique tips

## **When will I see results?**

General timeline, with consistent posting and engagement (results not guaranteed)

- Weeks 1-4: Learning, low growth (50-100 followers)
- Months 2-3: Finding rhythm, steady growth (200-500 followers)
- Months 3-6: Algorithm favor, accelerating growth (500-1500 followers)
- Months 6-12: Established presence (1500-5000 followers)
- Growth varies widely - focus on engagement over follower count

## **Can I use my art studio or gallery name in every post?**

Yes, you can use SOME of the same hashtags every time, like your business/studio name. These are fine because they:

- Accurately describe your content
- Relevant to every post
- Part of your brand identity
- Helping people find your specific work

# FAQs

## Is safety a concern with Location tagging?

As a rule of thumb, you should use Location tags for public events, gallery spaces, and cities – but skip them for private spaces or real-time posts.

- **Tag Public Places, Not Private Spaces:** Use location tags for galleries, art fairs, events, or cities (e.g., Encinitas, CA or Off Track Gallery) instead of your home or studio addresses.
- **Post After You Leave:** Wait until after you've left a location to post and tag it. This keeps your real-time whereabouts private.
- **Use General Locations:** Instead of a precise address, tag a broader area (like the city or neighborhood) to gain visibility without revealing too much detail.
- **Avoid Personal Tags:** Don't tag your home or private studio.

## How do I switch account types to a Professional account?

1. **Go to your profile**
  - Tap your profile picture in the bottom right.
2. **Open settings**
  - Tap the ☰ (menu) in the top right, then choose
  - Settings and privacy.
3. **Find “Account type and tools”**
  - Scroll down and select Account type and tools.
4. **Switch to a professional account**
  - Tap “Switch to professional account.”
  - Choose either Creator (best for artists, influencers, or public figures) or Business (best for galleries, shops, or organizations).
5. **Follow the setup prompts**
  - Instagram will guide you through selecting a category (e.g., Artist, Gallery, Public Figure).
  - You can also choose to display or hide your category and contact info on your profile.
6. Done – your account is now professional!

If you only see Personal and Business options, you are already using the Creator account type.

BONUS

# Appendix

Supplemental Content

# Follow & engage with fellow artists

To help you get started, here is a list of some SDAG members who participated in this training. Following and engaging with their accounts is a great way to practice the Instagram features and strengthen our community presence. — **SAVE, COMMENT, LIKE** other artist's posts.

You are also encouraged to **SHARE** and **REPOST** content from [@offtrackgallery](#) to help promote gallery events, receptions, and your artwork if you're featured.

Name	IG handle
Han Christ	<a href="#">@starlitstudio.art</a>
Indu Ramkumar	<a href="#">@induramkumarart</a>
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Ann Nebolon	<a href="#">@ann_nebolon</a>
Jacquie Wade	<a href="#">@jacquiewadeart</a>

## HASHTAGS

# Local & community hashtags

#EncinitasArt  
#EncinitasArts  
#EncinitasLocal  
#EncinitasCreatives  
#EncinitasEvents  
#EncinitasGallery  
#EncinitasLife  
#EncinitasArtists  
#EncinitasCommunity  
#LocalArtScene  
#SanDiegoWeekend

#SanDiegoArt  
#SanDiegoArts  
#SanDiegoArtists  
#SanDiegoLife  
#SanDiegoEvents  
#SanDiegoCulture  
#SanDiegoLocal  
#CaliforniaArt  
#SoCalArt  
#NorthCountySD

#SanDiegoArtScene  
#SupportLocalArtists  
#ShopLocalArt  
#ArtCollectorsSanDiego  
#NorthCountySanDiego  
#ArtLoversCalifornia  
#ThingsToDoSanDiego  
#SoCalArt  
#GalleryLife  
#LocalArtShow

## Art, medium & creative process hashtags

#OilPainting  
#Watercolor  
#Photography  
#MixedMedia  
#DigitalArt  
#TextileArt  
#WoodTurning  
#Pottery  
#JewelryDesign  
#GlassArt  
#PastelArt  
#Sculpture  
#ArtistSpotlight

#Ceramics  
#Printmaking  
#CollageArt  
#FiberArt  
#MetalArt  
#AcrylicPainting  
#PastelArt  
#CharcoalDrawing  
#InkArt  
#ArtCollectors  
#ArtExhibition  
#GalleryShow  
#FineArtGallery

#ArtInProgress  
#ArtisticProcess  
#ArtInProgress  
#ContemporaryArt  
#MixedMediaArt  
#HandmadeArt  
#OriginalArtwork  
#OriginalArt  
#BehindTheScenesArt  
#ArtStudioLife  
#ArtStudio  
#ArtistsOfInstagram

## Seasonal, event-based, audience hashtags

#SpringArtShow  
#MothersDayTour  
#SDAGMotherDay  
#SummerExhibition  
#EncinitasArtWalk  
#HolidayArtMarket  
#MeetTheArtists  
#ArtWorkshop  
#ArtTalk  
#ArtTour  
#ArtFestival  
#ArtFair  
#ArtMarket  
#ArtEvent  
#MonthlyShow  
#GalleryExhibition

#ArtShowOpening  
#ArtInstallation  
#ArtShowcase  
#ArtReception  
#ArtPerformance  
#ArtPresentation  
#ArtLecture  
#ArtDiscussion  
#ArtOpening  
#FeaturedArtist  
#ArtDemo  
#LiveArt  
#ArtCollectors  
#ArtPatron  
#ArtEnthusiast  
#ArtLovers

#ArtCollector  
#ArtForSale  
#BuyArt  
#ArtInvestment  
#SupportTheArts  
#ArtCurator  
#ArtisticJourney  
#EmergingArtists  
#ArtisticExpression  
#CreativeCommunity  
#ArtAppreciation  
#ArtLoversUnite  
#ArtCommunity  
#ArtCurator  
#ArtisticVision

# Practical, ready-to-use ChaptGPT prompts

Sign up for a free account. Use ChaptGPT to save time generating content. Here are a few prompts.



## POST CAPTION PROMPTS

Use these when you need help writing engaging captions for your posts:

- “Write a **friendly** Instagram caption for a painting of a coastal landscape that **invites people to visit my gallery.**”
- “Create 3 caption options for a behind-the-scenes post showing my art studio.”
- “Write a short, engaging caption for an Instagram Reel showing a time-lapse of my painting process.”
- “Draft a caption that encourages comments and engagement for a new series of watercolor artworks.”
- “Write a **professional but warm** post **announcing my upcoming group exhibition.**”
- “Create a caption that tells the story behind my painting titled *Evening Glow* in a way that connects emotionally with viewers.”

**TIP:** Add context like your **tone** (friendly, professional, playful) or **goal** (grow followers, drive traffic, sell prints) to get better results.

# Practical, ready-to-use ChaptGPT prompts



## HASHTAG PROMPTS

Use these to quickly generate relevant hashtags:

- “Generate 25 Instagram hashtags for a post about a mixed media painting inspired by nature.”
- “Suggest 20 niche hashtags for a local art gallery in Encinitas, California.”
- “Give me a mix of branded, location-based, and audience-focused hashtags for a watercolor artist.”
- “Create 30 hashtags to reach art collectors and buyers for a fine art oil painting.”
- “Suggest 20 hashtags for a post announcing a group art exhibition.”
- “List hashtags that help reach people interested in handmade ceramics and pottery.”

TIP: Ask ChatGPT to group hashtags by size (large, medium, niche) or category (style, medium, audience, location) for easier use.

TIP: Ask for more hashtags than you need, because some of them won't be applicable to your post.

# Practical, ready-to-use ChaptGPT prompts



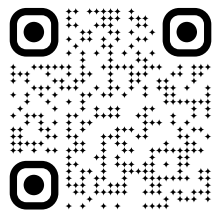
## PLANNING & STRATEGY PROMPTS

- These help you plan content over time, not just one post:
- “Give me a 4-week Instagram content plan for an artist who posts twice a week.”
- “Suggest five types of content I can post about my art studio to build engagement.”
- “Create a content calendar for a gallery promoting monthly exhibitions.”
- “Suggest 10 post ideas that encourage followers to comment or save the post.”



**TIP:** The more detail you give ChatGPT (about the artwork, theme, tone, audience, or goals), the better and more tailored the results will be.

THANK YOU!



HAN CHRIST

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